

Discover Pacific Beach
Executive Committee Meeting Agenda

Date: May 20, 2026

Time: 9:30 a.m.

Location: Duck Dive, 4650 Mission Blvd.

Agenda

1. Call to Order and Introductions

Shylah Hales, President

2. Non-Agenda Public Comment

Public comment may be made on any non-agenda topic in the committee's area of responsibility. The Chair will call on those who wish to give public comment. (Public comments are limited to 2 minutes per speaker.)

3. Financial Reports and Budget Check-In

Todd Barnett, Treasurer

4. Shoreline Community Services Amendment Update

Sunny Lee, Executive Director

5. Advocacy Update

Sunny Lee, Executive Director

6. Executive Director Review update

Shylah Hales, President

7. June - Board Meeting Agenda Items

Sunny Lee, Executive Director

8. Action Items and Recommendations

Shylah Hales, President

9. Adjourn

Shylah Hales, President

THIS INFORMATION IS AVAILABLE IN ALTERNATIVE FORMATS UPON REQUEST.

To request an alternative format, or to request a sign language or oral interpreter for the meeting, please contact the Meeting Coordinator at least five (5) working days before the meeting at (858) 273-3303 to ensure availability. Assistive Listening Devices (ALDs) are available for the meeting upon request.

04-15-2026 Executive Committee Meeting Minutes

Meeting Information

Date: 2026-04-15 09:34:30

Location: Mavericks Beach Club – 860 Garnet Avenue

Participants: S. Hales, S. Booth, K. Marcheschi, T. Barnett, R. Winn, S. Lee

Meeting Notes

- Topic Title: Board Introductions, Roles, and Recruitment
 - Election planning starts July–August; three open seats expected. Shyla and Krista up for re-election; Wilber and Randall terming out (3-year break required); one vacancy from Eric’s seat to remain unfilled until elections. Social media videos are driving recruitment interest.
- Topic Title: Scheduling and Attendance Updates
 - Regular meeting set Wednesday 9:30–11:30 (two-hour slot).
 - June board meeting to move to the second week (Tuesday) due to library voting; two-hour meeting to include S.Lee’s review after board closed session.
 - Group discussed availability and flexibility for meeting times.
- Topic Title: Executive Director (ED) Performance Review Planning
 - ED review is due; executive board must meet prior to the June general board meeting.
 - Closed session to be held after the June board meeting to adopt the review.
- Topic Title: Shoreline Community Services MOU Amendment
 - Suggestion to hold an in-person, open-session meeting with Karen to discuss constraints and seek a path forward.
- Topic Title: City Budget Cuts and Advocacy Update

- First draft of the city budget reportedly eliminates SBEP and Arts & Culture program funding.
 - Historical funding: Arts & Culture typically ~\$14,000 for Beach Fest (last year \$7,000; this year projected 0). *SBEV* typically 30,000 (last year \$17,000; this year projected \$0). Total potential loss ~“fifty some thousand”.
 - City departments asked to cut 7% including staff; concern about impacts on small businesses and tourism.
 - Ongoing advocacy: public comments at budget hearings; meetings with council members and mayor’s office (e.g., Fatima); engage state-level allies (Tasha and staff, Ross).
 - Councilmember Joe LaCava’s position unclear; outreach encouraged.
 - Overall budget hearing: May 8.
 - Final BID budget hearing: May 11.
 - Members encouraged to attend and submit written comments.
- Topic Title: May Board Meeting Agenda – San Diego Bike Coalition Presentation on Docked E-Bikes
 - Bike Coalition to present a plan for docked e-bikes and request a support letter; no provider selected yet—seeking city approval and an RFP.
 - Key concerns: safety (three fatal hit-and-runs this year; boardwalk e-bike prohibition), geofencing to limit speed/disable in restricted zones, docking to prevent clutter with penalties for non-compliance, no loss of existing parking (prefer red zones/corner setbacks or paid rental of spaces), and equitable neighborhood/business benefits (revenue share questions).
 - Mixed views given prior scooter issues vs. potential benefits (reduced parking burden, improved access).
 - Suggestion to delay an immediate vote; monitor city–coalition progress and foster a working relationship.
- Topic Title: Sponsorships and Revenue Status
 - Team is behind last year’s pace on sponsorship revenue; reminder to pursue leads using Sunny’s sponsorship deck.
 - Support offered for outreach approach and materials; mention of a “Seals” event at 6 pm as a networking opportunity.

Discover Pacific Beach
Balance Sheet
As of March 31, 2026

	Mar 31, 26	Mar 31, 25	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1000 · Discover PB Operating (4991)				
1002 · Discover PB - Special Projects	84,517	131,012	(46,495)	(35%)
1001 · Discover PB Savings	9,913	9,913	0	0%
1000 · Discover PB Operating (4991) - Other	(69,679)	(135,913)	66,234	49%
Total 1000 · Discover PB Operating (4991)	24,751	5,012	19,739	394%
1008 · Paypal	1,234	4,084	(2,850)	(70%)
1009 · Paypal - BACC	716	1,193	(477)	(40%)
1006 · Farmers Market # 6739	47,191	37,334	9,857	26%
1025 · Merrill Lynch	126,526	122,979	3,547	3%
1030 · Petty Cash	55	55	0	0%
Total Checking/Savings	200,473	170,657	29,816	17%
Accounts Receivable				
1200 · Accounts Receivable	44,542	37,317	7,225	19%
Total Accounts Receivable	44,542	37,317	7,225	19%
Other Current Assets				
Deposit - Rent	1,650	1,450	200	14%
Total Other Current Assets	1,650	1,450	200	14%
Total Current Assets	246,665	209,424	37,241	18%
Fixed Assets				
Furniture & Equipment	16,734	16,734	0	0%
Leasehold Improvements	0	49,388	(49,388)	(100%)
Accumulated Depreciation	(13,013)	(13,013)	0	0%
Accumulated Amortization	0	(49,388)	49,388	100%
Total Fixed Assets	3,721	3,721	0	0%
Other Assets				
Clearing Account	1,866	880	986	112%
Total Other Assets	1,866	880	986	112%
TOTAL ASSETS	252,252	214,025	38,227	18%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2020 · AP Farmers Market	4,415	5,100	(685)	(13%)
2000 · Accounts Payable	3,820	13,258	(9,438)	(71%)
Total Accounts Payable	8,235	18,358	(10,123)	(55%)
Credit Cards				
US Bank	(181)	49	(230)	(469%)
Total Credit Cards	(181)	49	(230)	(469%)
Other Current Liabilities				

Discover Pacific Beach
Balance Sheet
 As of March 31, 2026

	Mar 31, 26	Mar 31, 25	\$ Change	% Change
Payroll Payable	(1,773)	0	(1,773)	(100%)
Total Other Current Liabilities	(1,773)	0	(1,773)	(100%)
Total Current Liabilities	6,281	18,407	(12,126)	(66%)
Total Liabilities	6,281	18,407	(12,126)	(66%)
Equity				
1110 · Retained Earnings	177,288	223,783	(46,495)	(21%)
3000 · Opening Bal Equity	35,272	35,272	0	0%
Net Income	33,413	(63,436)	96,849	153%
Total Equity	245,973	195,619	50,354	26%
TOTAL LIABILITIES & EQUITY	252,254	214,026	38,228	18%

**Discover Pacific Beach
Profit & Loss
March 2026**

	Mar 26	Mar 25	Jul '25 - Mar 26
Ordinary Income/Expense			
Income			
4430 · Clean and Safe Program	0	70	2,255
4110 · Grants	0	0	52,566
4115 · Beach Area Community Court	750	1,250	10,900
4120 · SBEP	0	0	17,297
4220 · BID	16,726	15,783	118,281
4250 · Parking District	0	1,793	0
4300 · Special Events			
4378 · Zombie Walk/Trick or Treat	0	0	5,875
4377 · Wild Rides	0	(415)	0
4310 · Annual Dinner			
4312 · Raffle	0	1,422	0
4313 · Ticket Sales	1,650	7,975	12,900
4310 · Annual Dinner - Other	1,000	0	2,250
Total 4310 · Annual Dinner	2,650	9,397	15,150
4335 · Coast Walk	0	470	125
4340 · Community Events	3,428	0	5,999
4350 · Contributions Income	0	0	209
4370 · Heart of PB Rest Walk	0	0	9,415
4375 · Christmas on Crystal Pier	235	0	4,770
4376 · Holiday Parade	0	0	4,351
Total 4300 · Special Events	6,313	9,452	45,894
4320 · Beachfest			
Action Sports	0	0	5,000
Artist Booth	361	0	15,016
Beer Garden	0	0	18,979
Community Group	0	0	511
Concessions	0	0	75
Fish Taco Challenge	0	0	17,170
Food booth	0	0	6,435
Merchant Booth	0	0	2,153
Sponsors	33,500	0	109,002
Total 4320 · Beachfest	33,861	0	174,341
4400 · Other Income			
4440 · Membership Dues(Banks)	0	0	1,008
4460 · Merchandise	0	0	395
4470 · Miscellaneous Income	0	0	250
Total 4400 · Other Income	0	0	1,653
4510 · Farmers Market	28,413	20,521	226,453
7010 · Interest Income	0	350	2,513
Total Income	86,063	49,219	652,153

Discover Pacific Beach Profit & Loss March 2026

	Mar 26	Mar 25	Jul '25 - Mar 26
Gross Profit	86,063	49,219	652,153
Expense			
6544 · Zombie Walk	0	0	12,643
6100 · Operating			
6105 · Auto Expense	250	250	2,250
6110 · Bank Fees-CC/LF/Service	894	797	8,916
6120 · Building Repairs / Maint	0	0	0
6135 · Insurance-Liability	0	0	7,872
6155 · Meals	223	0	3,876
6156 · Training and Conferences	653	0	3,136
6160 · Office Supplies/Equip	712	151	4,040
6175 · Printing and Reproduction	294	320	2,963
6180 · Rent	1,771	3,660	15,246
6182 · Tax-Business	0	0	189
6185 · Telephone-Cell/Office	207	285	1,822
6190 · Utilities-GEW/Sanitation/Refuse	1,411	9,605	11,486
6195 · Payroll Expense			
Staff-Executive Director	9,097	8,664	82,324
Staff-Admin Support	6,806	6,327	62,833
Employer Tax	2,101	1,914	20,161
Processing Fee	125	95	965
Insurance-Health	950	950	8,550
Insurance-Work Comp	0	0	2,233
Total 6195 · Payroll Expense	19,079	17,950	177,066
6199 · Miscellaneous	0	0	1,963
6205 · Accounting	1,344	1,520	21,316
6225 · Dues and Subscriptions	0	0	400
Total 6100 · Operating	26,838	34,538	262,541
6300 · Design & Improvements			
6323 · Clean and Safe Program	6,100	6,100	49,204
6310 · Beach area community court	0	0	140
6315 · Farmers Market Expenses			
6315-01 · FM - Wages	8,646	7,757	82,372
6315 · Farmers Market Expenses - Other	3,679	3,672	25,161
Total 6315 · Farmers Market Expenses	12,325	11,429	107,533
Total 6300 · Design & Improvements	18,425	17,529	156,877
6500 · Special Events Promotions			
6210 · Annual Dinner	9,554	6,497	13,654
6519 · Christmas on Crystal Pier	75	0	3,579
6520 · Holiday Parade	0	0	19,941
6540 · Heart Walk	0	0	892
6510 · Beachfest			

Discover Pacific Beach
Profit & Loss
March 2026

	Mar 26	Mar 25	Jul '25 - Mar 26
Beer Garden	0	0	8,964
City & County Fees	0	0	21,410
Entertainment	0	0	12,225
Equipment Rental	0	0	19,463
Kids	0	0	625
Marketing / Printing	0	0	13,481
Professional Orgainzers	0	0	28,391
Staging	0	0	26,102
Supplies and Misc.	0	0	2,043
T Shirts	0	0	4,448
Total 6510 · Beachfest	0	0	137,152
Total 6500 · Special Events Promotions	9,629	6,497	175,218
6600 · Outreach			
6220 · Contributions	0	0	500
6235 · Election	0	0	1,274
6505 · Advertising - Marketing	495	495	5,695
6551 · Mixers	202	70	202
6615 · Business Development	0	0	529
6650 · Newsletter	275	245	2,475
6651 · Marketing & Promotions	0	0	784
Total 6600 · Outreach	972	810	11,459
Total Expense	55,864	59,374	618,738
Net Ordinary Income	30,199	(10,155)	33,415
Net Income	30,199	(10,155)	33,415

Discover Pacific Beach A/R Aging Summary As of March 31, 2026

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Alvy's World Smoke Ship					2,500	2,500
City of San Diego (Bid Reimb)			2,500			2,500
Diamond Parking - C		1,714			857	2,571
Ecology Center	4,072		3,213	3,998	3,993	15,276
Filippis Pizza Grotto					1,000	1,000
Gallo					16,424	16,424
Hotel Santa Clara, LLC					250	250
IPS Group, Inc.	1,000					1,000
The Duck Dive			1,500			1,500
Vavi Inc			500		1,022	1,522
TOTAL	5,072	1,714	7,713	3,998	26,046	44,543

**Discover Pacific Beach
A/P Aging Summary
As of March 31, 2026**

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
AT&T	0	207	0	0	0	207
CDFA	1,964	0	0	0	0	1,964
Da-Le Ranch	552	0	0	0	0	552
EDCO Disposal Corporation	1,411	0	0	0	0	1,411
Herritage Family Farms	502	0	0	0	0	502
International Downtown Association	0	0	366	367	0	733
JR Organics	635	0	0	0	0	635
Onofre Farm	624	0	0	0	0	624
R&L Farms	13	0	0	0	0	13
Rodney Kawano Farm	125	0	0	0	0	125
SG Bookkeeping Services, LLC	1,469	0	0	0	0	1,469
TOTAL	7,295	207	366	367	0	8,235

Discover Pacific Beach A/R Aging Detail As of March 31, 2026

Type	Date	Num	P. O. #	Name	Terms	Due Date	Class
Current							
Invoice	03/31/2026	2026-0331AD		IPS Group, Inc.	Due on receipt	03/31/2026	Special Events
Invoice	03/31/2026	2026-0331FM		Ecology Center		03/31/2026	Farmers Market
Total Current							
1 - 30							
Invoice	03/20/2026	2026-032026		Diamond Parking - C	Due on receipt	03/20/2026	Beachfest
Invoice	03/27/2026	2026-032726		Diamond Parking - C	Due on receipt	03/27/2026	Beachfest
Total 1 - 30							
31 - 60							
Invoice	01/31/2026	2026-01BID		City of San Diego (Bid Reimb)	Due on receipt	01/31/2026	BID
Invoice	02/02/2026	2026-0202AD		The Duck Dive	Due on receipt	02/02/2026	Special Events
Invoice	02/05/2026	2026-0205		Vavi Inc	Due on receipt	02/05/2026	
Invoice	02/28/2026	2026-02BID		City of San Diego (Bid Reimb)	Due on receipt	02/28/2026	BID
Invoice	02/28/2026	2026-0228FM		Ecology Center		02/28/2026	Farmers Market
Total 31 - 60							
61 - 90							
Invoice	12/31/2025	2025-1231FM		Ecology Center		12/31/2025	Farmers Market
Total 61 - 90							
> 90							
Invoice	07/11/2025	2025-0711		Diamond Parking - C	Due on receipt	07/11/2025	Special Events
Invoice	09/04/2025	2025-0904ZW		Filippis Pizza Grotto	Due on receipt	09/04/2025	Special Events
Invoice	09/04/2025	2025-0904BF		Gallo	Due on receipt	09/04/2025	Beachfest
Invoice	10/16/2025	2025-1017BF		Vavi Inc	Due on receipt	10/16/2025	Beachfest
Invoice	10/23/2025	2025-1023ZW		Alvy's World Smoke Ship	Due on receipt	10/23/2025	Special Events
Invoice	10/27/2025	2025-1027		Hotel Santa Clara, LLC		10/27/2025	Other
Invoice	10/29/2025	2025-1029		Gallo	Due on receipt	10/29/2025	Beachfest
Invoice	11/30/2025	2025-1130FM		Ecology Center		11/30/2025	Farmers Market
Total > 90							
TOTAL							

Discover Pacific Beach
A/R Aging Detail
As of March 31, 2026

	<u>Aging</u>	<u>Open Balance</u>
Current		
		1,000.00
		<u>4,071.50</u>
Total Current		5,071.50
1 - 30		
	11	857.00
	4	<u>857.00</u>
Total 1 - 30		1,714.00
31 - 60		
	59	557.03
	57	1,500.00
	54	500.00
	31	1,942.97
	31	<u>3,213.00</u>
Total 31 - 60		7,713.00
61 - 90		
	90	<u>3,998.00</u>
Total 61 - 90		3,998.00
> 90		
	263	857.00
	208	1,000.00
	208	6,000.00
	166	1,022.00
	159	2,500.00
	155	250.00
	153	10,424.00
	121	<u>3,992.50</u>
Total > 90		<u>26,045.50</u>
TOTAL		<u><u>44,542.00</u></u>

FIRST AMENDMENT TO MEMORANDUM OF UNDERSTANDING

Between
Discover Pacific Beach
and
Shoreline Community Services

This First Amendment (“Amendment”) is entered into by and between Discover Pacific Beach (“DPB”) and Shoreline Community Services (“SCS”) and modifies the Memorandum of Understanding executed June 6, 2023 (“Agreement”).

Except as expressly modified herein, all other terms and conditions of the original Agreement remain in full force and effect.

1. Term Extension

The parties agree to extend the Agreement to establish a total program term of five (5) years.

The revised term of the Agreement shall be: July 1, 2023 through June 30, 2028.

This five-year structure is intended to provide service continuity, operational stability, and long-term program planning within the Pacific Beach Business Improvement District.

2. Annual Compensation Adjustment

To account for inflation, wage increases, and rising operational costs, compensation shall be adjusted annually as follows:

Beginning July 1, 2026:

- The monthly fixed fee shall increase: \$375

And each July 1 thereafter during the term of this Agreement:

- Three percent (4%), or
- The annual percentage increase in the Consumer Price Index (CPI-U) for the San Diego-Carlsbad region, not to exceed five percent (5%) in any given year.

The base compensation under the original Agreement was \$6,100.00 per month.

Adjusted rates shall be calculated annually and confirmed in writing by both parties prior to the start of each fiscal year.

3. Description of Services

Cleaning Duties:

- Sweep and remove litter from sidewalks, right-of-ways, curbs and business/storefront gutters.
- Remove and replace trash liners and dispose trash bags in a container provided by DPB.
- Keep DPB informed of necessary repairs and/or damage in the district
- Equipment and supplies to be provided by SCS

Liason with Community Members:

- Improve physical and social environment of Pacific Beach Business District
- Provide additional eyes and ears on the street and maintain open communication with DPB security and police
- Provide local resources to unsheltered and/or transient community – provided by SCS
- Interact with local unsheltered community to serve as troubleshooters and offer referrals to community members and local businesses.

4. Annual Review and Re-Evaluation

The parties agree to conduct an annual program review no later than May 31 of each year during the term of the Agreement.

The annual review shall include:

- Performance evaluation
- Review of service area needs
- Budget confirmation
- Scope alignment
- Data and reporting outcomes

Continuation of funding each fiscal year remains subject to DPB Board approval.

5. Termination

Either party may terminate the Agreement:

- For cause, with thirty (30) days written notice and opportunity to cure.
- Without cause, with ninety (90) days written notice.

In the event of termination, SCS shall return all DPB property and documentation in accordance with the original Agreement.

6. No Other Changes

All other provisions of the original Memorandum of Understanding dated June 6, 2023 remain unchanged and in full effect.

IN WITNESS WHEREOF, the parties have executed this Amendment by their duly authorized representatives.

Service Recipient:

Discover Pacific Beach

By: _____

Title: _____

Date: _____

Service Provider:

Shoreline Community Services

By: _____

Title: _____

Date: _____

DRAFT